

**Tip Tuesday | Words of Wisdom from the Delta
National Small Business Week 2015**

"There is value in mentorship, don't discount the value in associating with those who have walked a similar path that you wish to pursue."

"Without a plan you plan to fail.' A business plan, while time consuming, is your road map to success."

-Cornell Wesley
Financial Services Manager
East Arkansas Planning & Development District

"Participate in local events, community builders, and other local venues to increase your reach and be as human as possible. People like dealing with real people."

"Meet regularly within your organization and set goals every week."

- Lee Quessenberry
Bluff City BBQ Supply
Memphis, Tennessee

"You cannot be all things to all people. Don't say 'yes' to any customer who will pay you. A more strategic tactic is to identify and develop a relationship with a specific target market."

"Never forget the customer. Without them you have a very expensive hobby."

-John Brandon
The Entrepreneur Center
Mississippi Development Authority

"Hire people better than you."

"Give back to your local communities. Consumers want to invest in people that invest in them."

-Ted Herget
Gearhead Outfitters
Jonesboro, Arkansas

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"Business is like tennis. You won't get good unless you play people who are better at it than you are."

"Taking a Dale Carnegie's course before opening my small business was one of the best investments I ever made."

-Claire Bruce
Sloan + Themis
Cape Girardeau, Missouri

"Securing investor money is the easiest part. Building a viable business is the real work!"

"Let the market tell you how to innovate. Test the market often."

-Pete Prados
Inventure Works
Lafayette, Louisiana

"Work harder than everyone else."

"Always keep a clean bathroom for customers."

-Colby Williams
Parengo Coffee
Sikeston, Missouri

"Surround yourself with great people. Give them freedom for creative expression and then lead them by serving them. You are only as good as the players on your team."

-Hayden Hall
Oxbow Restaurant
Clarksdale, Mississippi